

# Seeing With New Eyes

I love travel. I know that it doesn't always live up to the glamour my twenties promised me it would, but it never ceases to amaze me just how much travel shifts my thinking. Even a quick trip to Cape Town ensures I come back to my beloved Jozi – and life – with fresh eyes. When we travel, we move into new landscapes, both literally and figuratively.

That's the beauty of it. The change in landscape prompts us to step into new territory and to open ourselves to new experiences; food, people, situations and otherwise.

It's strange how openly we crave travel experiences when we're all so often fervently against change and even afraid of it. While sudden change is unsettling and sometimes frightening, we often resist the good kind of change that ends up delighting us – everything from a new morning routine to using new and unfamiliar technology.

The thing is, the world we live in is all about change.

## It's a Scary World, Isn't It?

Unemployment, poverty, terrorism, Trump, Brexit, land claims, volatile markets and disruptive technology, climate change, increased extinction rates of wildlife, global pollution and diminishing natural resources...

Yet, there are organisations, technologies, brands, solutions and lifestyles that exist now that did not just five or 10 years ago.

Never before has there been as much opportunity to create, connect and challenge the status quo. Think technology, think new ways of connecting, new markets, new ways of learning, new types of teams, new types of organisations and travel to new destinations, both literal and figurative.

All this "new" does, however, require a new approach.

## Greater Connectivity, Greater Opportunity for Growth

Spending four months in Spain last year made me realise that there's nothing quite like learning a new language and adapting to a new culture to challenge one's perceptions. Sometimes we travel to new destinations to see new things, and sometimes we travel to new destinations to see old things with new eyes. I returned to South Africa excited about all the opportunities we hold in our midst, despite the obvious challenges we face.

It was this experience that led me to question my own resistance to change, and our country's challenges prompted me to think how we might embrace this constantly changing world. What new destinations might be waiting? What new experiences are waiting to unfold? Where are the new connections?

If there's one positive outcome to the constant change, it's that the connection enables us to instantly make things happen,

share and overcome obstacles – just ask social media. Besides, travelling alone just isn't quite the same.

So what if we began to face our current challenges in a new way? What if we began to approach our teams at work differently? What if we asked ourselves more questions? What if we could structure things in a radically new way?

Doesn't this seem like a more interesting trip to a potential new and exciting destination than having to face change?

Lisa Steingold is head of marketing for Metaco and the author *Cut the Crap: The Power of Authenticity for Brands and Business*. She has a passion for collaborative leadership, tech, disruptive thinking, behaviour change and travel. For more information, go to [www.metaco.co.za](http://www.metaco.co.za).

Text: Lisa Steingold  
Photography © iStockphoto.com

